

Community Focus Statement A: Provide a unified downtown areas and business districts that are active and thriving.

Action Statement A.3: Encourage property owners to maintain and improve their properties (e.g. new paint, façade improvements, trash/debris clean-up).

A₃

Benchmark: a beautification committee is formed to sponsor one trash/debris cleanup event and at least one property has initiated improvements with the help of this program.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: Free to \$2,000 per event depending upon extent of work and trash removal expenses.



Community trash cleanup. Photo source: [Greg Allen](#)

Attractive streets and buildings create a positive impression for visitors and show that local residents and business owners have pride in their community and respect the local environment. The Crest Forest communities can be inviting areas free of blight, litter, poor aesthetics, and poorly maintained signage if all members of the community contribute to the maintenance and beautification of their properties as well as to public areas. Improving the appearance of downtown areas is important in order to recruit new businesses and bring more customers into the area to support the existing businesses.

Organizing community members to come together to participate in events to improve their community can also help to strengthen and reinforce social ties. Members of the community can do their part to beautify the community in a number of ways, such as cleaning up trash and debris in streets and public areas, improving the presentation of shopfront windows, and landscaping the planting strip area adjacent to their properties. While community members can individually participate in these efforts, they can also organize as a larger group to collectively come together and pool resources to help one another. For example, the community could set up a local committee to organize events and activities relating to beautification.

The Crest Forest communities are encouraged to form a local beautification committee and establish a range of tools, programs, and incentives to encourage local residents and business owners to make improvements. The committee could establish and organize events and programs such as:

- Holding a window display contest
- Organizing a street tree planting day
- Forming an Adopt-a-___ Program (e.g., bench, planter)
- Painting buildings
- Recruiting local handyworkers and volunteers willing to help with improvements

- Encouraging use of social media, such as NextDoor, and other community resources to advertise free used building materials and supplies such as paint and wood
- Applying for grants to fund local beautification efforts, such as Home Depot Community Impact Grants

Local community organizations and agencies such as local church groups, Rebuilding Together Mountain Communities, the Crestline Communities Development Alliance, and the Crestline/Lake Gregory Chamber of Commerce can support the beautification committee by:

- Establishing an award program to recognize achievements by local businesses
- Offering a visual storefront/window display training workshop
- Offering training on building maintenance

The beautification program would rely largely on volunteer time, donations, and sponsorships from businesses and organizations. Funds could come from fundraisers hosted by Rebuilding Together Mountain Communities, the Crestline Communities Development Alliance, the Crestline/Lake Gregory Chamber of Commerce, and other interested organizations or businesses in the community.

Case Study:

Revitalize Mojave is a community-based group in Kern County that hosts local contests, programs, and events to beautify the community of Mojave. They hold regular cleanup events with the support of local volunteers including the County District Supervisor and the Fire Department, with donations of water, snacks, and branded T-shirts for the crew. For more information, visit: <http://www.visitmojave.com/revitalize-mojave/>

Action	Action Leader	Timeline	Resources
1. Establish a beautification committee with members from the Crestline/Lake Gregory Chamber of Commerce, Rebuilding Together, Crestline Communities Development Alliance and interested community members.	Champion	Month 1	Crestline/Lake Gregory Chamber of Commerce http://www.crestlinechamber.net/
2. Hold ongoing committee meetings to implement the beautification program.	Beautification committee	On-going	Crestline Communities Development Alliance http://www.crestlinecda.org/
3. Prepare a plan of action for year one, including a list of programs, events, incentives, tools, materials, and funding resources associated with this program.	Beautification committee	Month 2	Rebuilding Together Mountain Communities http://rebuildingtogethermountaincommunities.org/contact/
4. Recruit volunteers from the community to assist with implementation.	Beautification committee	Month 3	County's Community Development Block Grant (CDBG)
5. Create a social media presence to identify community resources and advertise upcoming events.	Beautification committee	Month 3	http://www.sbcountyadvantage.com/Community-Development-Housing/Community-Development-Division.aspx
6. Partner with community organizations such as local church groups, Rebuilding Together Mountain Communities, and the Crestline Communities Development Alliance to organize a cleanup day event.	Beautification committee	Months 4–5	Home Depot Community Impact Grants
7. Apply for grants and host fundraisers.	Beautification committee	Months 4–8	https://corporate.homedepot.com/grants/community-impact-grants
8. Meet with local businesses and community organizations to identify potential sponsorship of events and donations of paint and other materials, tools, and supplies.	Beautification committee	Months 6–8	
9. Establish award programs to recognize achievements by local businesses.	Crestline/Lake Gregory Chamber of Commerce	Months 9–10	
10. Develop a training program for building maintenance and storefront window displays.	Crestline/Lake Gregory Chamber of Commerce	Months 11–12	